

Please use the following information to determine the number of cigarette/tobacco store promotional displays (see attachment for illustration) you will need for 1997. Display serves the following purposes:

First Priority - Promotional platform for DORAL quarterly carton promotions.
(WINSTON may also be included.)

- Offers Field ability to merchandise DORAL carton promotions in multiple configurations making it easier to obtain placement in stores.
- "Cuts through clutter" giving promotion high visibility and creates "big brand" presence for DORAL.
- Draws consumer's attention to fact that DORAL is doing something new in-store.

Second Priority - Cigarette/tobacco store contractual promotional display.

- Serves as supplemental display creating promotional look for DORAL ceiling strategy discounted cartons.
- Serves as supplemental display for full-price carton promotions or gap and accrual discounted cartons.

Region: Buffalo Division

Number of Displays Requested: 26 displays

Return to your Area Manager of Operations by Monday, March 10, 1997.

51845 7385